The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Please amend the claims as follows:

1 – 23 (Cancelled).

24. (New) A method for selecting at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

analyzing a web page to obtain a first key word associated with the web page;

receiving at least one second keyword, the second keyword being produced by analyzing products in a product database;

associating the first key word with the second keyword; and

obtaining at least one file representing at least one product associated with the second keyword.

25. (New) The method of claim 24, wherein the file is one of a link, a document and a thumbnail.

26. (New) The method of claim 24, wherein the first keyword is statically associated with the web page.

27. (New) The method of claim 24, wherein the analyzing is a statistical frequency analysis.

28.   (New) The method of claim 24, wherein the analyzing is based on metatags in the webpage.

29.   (New) The method of claim 24, wherein the first keyword is created by the combination of a first word and a second word, the first word being subject matter of the web page, the second word being a meta-tag in the web page.

30.   (New) The method of claim 24, wherein the associating produces a plurality of second keywords and the method further comprises ordering the plurality of second keywords by a priority selection criteria.

31.   (New) The method of claim 24, wherein the associating is performed by a Boolean ANDed query between a subject matter of the web page and the second keyword.

32.   (New) A method for selecting and displaying at least one file representing at least one product, the file relating to a web page on the World Wide Web, the method comprising:

receiving a request from a user to display a web page;

analyzing the web page to obtain a first key word associated with the web page;

receiving at least one second keyword, the second keyword being produced by analyzing products in a product database;

associating the first key word with the second keyword;

obtaining at least one file representing at least one product associated with the second keyword;

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producing another page including the web page and the file; and

displaying the another page to the user.

33.   (New) The method of claim 32, wherein:

the associating produces a plurality of second keywords; and

the method further includes ordering the plurality of second keywords by a priority

selection criteria.

34.   (New) A computer readable storage medium including computer executable code

for selecting at least one file representing at least one product, the file relating to a web page on

the World Wide Web, the code enabling the steps of:

analyzing a web page to obtain a first key word associated with the web page;

receiving at least one second keyword, the second keyword being produced by analyzing

products in a product database;

associating the first key word with the second keyword; and

obtaining at least one file representing at least one product associated with the second

keyword.

35.   (New) A system for selecting at least one file representing at least one product,

the file relating to a web page on the World Wide Web, the system comprising:

a first computer connected and forming at least part of a network, the first computer

including a product database, the first computer effective to analyze the product database to

produce first keywords, the first keywords associated with products in the product database; and

a second computer connected to and forming at least part of the network, the second computer effective to receive the first keywords, analyze a web page to obtain a second keyword associated with the web page and associate the second keyword with at least one of the first keywords;

the second computer further effective to receive a file from the first computer, the file representing at least one product in the product database associated with the first keyword.

36.   (New) The system as recited in claim 35, wherein the first and the second computers are distinct.

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